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(54) CONTENTS DISTRIBUTION SYSTEM AND CONTENTS
DISTRIBUTION PROGRAM

- 2.*** shows the word which can not be translated.
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CLAIMS

[Claim(s)]

[Claim 1]A contents distribution system comprising:

A base station which receives and transmits predetermined information to a moving terminal.

A communication control unit which controls communication of said moving terminal via this base station.

Contents which are provided with memory storage with which predetermined information is written by instructions of this communication control unit, and change from predetermined information to this memory storage.

Memorize contents offer position information which is the position information corresponding to these contents, and. Terminal position recognizing ability which said communication control unit receives a location registration signal sent with a predetermined time interval via said base station from said moving terminal, and recognizes a position of said moving terminal from the location registration signal concerned, A terminal position add function registered into said memory storage by making a position of this recognized moving terminal concerned into terminal position information, A terminal position research function which investigates whether it is in a position which requires said moving terminal for said contents offer position information based on contents offer position information memorized by this registered terminal position information and said memory storage, A contents distribution function which distributes predetermined contents memorized by said memory storage when it was in a position which requires said moving terminal for said contents offer position information to the moving terminal concerned via said predetermined base station.

[Claim 2]The contents distribution system according to claim 1, wherein said

contents include information about a predetermined area and contents offer position information corresponding to the contents concerned is information which shows near [said / predetermined] an area.

[Claim 3]The contents distribution system according to claim 1, wherein said contents include information about a predetermined area and contents offer position information corresponding to the contents concerned is information which shows inside of said predetermined area.

[Claim 4]The contents distribution system according to claim 1, 2, or 3, wherein said contents include information about a predetermined store and contents offer position information corresponding to the contents concerned is information which shows near [said / predetermined] a store.

[Claim 5]The contents distribution system according to claim 1, 2, or 3, wherein said contents include information about a predetermined store and contents offer position information corresponding to the contents concerned is information which shows inside of said predetermined store.

[Claim 6]To a communication control unit which controls communication of the moving terminal concerned via a base station which receives and transmits predetermined information to a moving terminal. Terminal position recognition processing which receives a location registration signal sent with a predetermined time interval via said base station from said moving terminal, and recognizes a position of said moving terminal from the location registration signal concerned, Terminal position registration processing registered into memory storage which has a predetermined storage capacity by making a position of this recognized moving terminal concerned into terminal position information, Terminal position investigation processing in which it is investigated whether it is in a position which requires said moving terminal for said contents offer position information based on contents offer position information which is the position information corresponding to predetermined contents memorized by this registered terminal position information and said memory storage, A program for contents distribution for performing contents distribution processing which distributes predetermined contents memorized by said memory storage when it was in a position which requires said moving terminal for said contents offer position information to

the moving terminal concerned via said predetermined base station.

[Translation done.]

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the program for a contents distribution system and contents distribution which starts the program for a contents distribution system and contents distribution, especially distributes contents to a moving terminal.

[0002]

[Description of the Prior Art] Conventionally, moving terminals, such as a cellular phone which can access a website via a network, have spread. And it is formed even if the website concerned is a comparatively small display of the moving terminal concerned in connection with this so that the website only for a moving terminal is also established, and a user can peruse, namely, so that an indication corresponding to the display concerned may be given. For example, it is a site which deals with news, a weather report, shopping information, etc.

[0003]

[Problem(s) to be Solved by the Invention]However, if a user does not access the site concerned with a moving terminal, the website mentioned above, i.e., an offer-of-information site, cannot peruse the information in the site.

Therefore, the site operator can carry out an exploitation campaign only to the user who has accessed the site concerned, but the problem that improvement in sales cannot be aimed at produces him. And the operator of a site predetermined to this case, To get many users to access the site concerned first, the link to a self site must be stretched to an exploitation campaign, i.e., other sites, or URL of the site concerned must be advertized, and the problem that advertisement expense increases is also produced.

[0004]

[Objects of the Invention]In this invention, improve the inconvenience which the above-mentioned conventional example has, and the predetermined contents corresponding to the position of the moving terminal concerned are automatically distributed to especially a moving terminal, A contents provider can get many users to peruse contents, and it sets it as the purpose to attain the increase in efficiency of the advertising campaign of the contents provider concerned.

[0005]

[Means for Solving the Problem]So, in this invention, it has a base station which receives and transmits predetermined information to a moving terminal, a communication control unit which controls communication of a moving terminal via this base station, and memory storage with which predetermined information is written by instructions of this communication control unit. And memorize contents which change from predetermined information to this memory storage, and contents offer position information which is the position information corresponding to these contents, and. Terminal position recognizing ability which a communication control unit receives a location registration signal sent with a predetermined time interval via a base station from a moving terminal, and recognizes a position of a moving terminal from the location registration signal concerned, A terminal position add function registered into memory storage by making a position of this recognized moving terminal concerned into terminal position information, A terminal

position research function which investigates whether it is in a position which requires a moving terminal for contents offer position information based on contents offer position information memorized by this registered terminal position information and memory storage, Composition of having had a contents distribution function which distributes predetermined contents memorized by memory storage to the moving terminal concerned via a predetermined base station when it was in a position which requires a moving terminal for contents offer position information is taken (claim 1).

[0006]By having such composition, a communication control unit receives a location registration signal always sent via a base station first from a moving terminal. Next, a communication control unit recognizes a position of a moving terminal which sent the location registration signal concerned from a receiving condition etc. of a received location registration signal, and memorizes terminal position information which is the position information to memory storage. And based on contents offer position information which is beforehand memorized by terminal position information and memory storage as for a communication control unit, When it investigates whether a position of a moving terminal is one of positions (range) concerning contents offer position information and this position (range) has a moving terminal, contents corresponding to the position concerned memorized by memory storage are distributed to a moving terminal.

[0007]Therefore, since contents corresponding to the position concerned can be distributed to a moving terminal according to a position of a user who has a moving terminal, the contents provider can distribute efficient predetermined information. As a result, the user can acquire information corresponding to a his present location, and it can act based on the information, and the contents provider can attain increase in efficiency of advertisement, and can aim at improvement in sales.

[0008]Contents include information about a predetermined area, and contents offer position information corresponding to the contents concerned is desirable in their being information which shows near [predetermined] an area, or the information which shows inside of a predetermined area (claims 2 and 3).

[0009] Since contents including information about the area concerned are distributed to the moving terminal concerned when there is a user who has a moving terminal near [predetermined] an area or in the area by this, the user concerned can take various actions based on distributed contents in the area. Therefore, the area which the user can acquire a situation of the area concerned easily, without purchasing a town magazine etc., and provides contents can attain activation by the user concerned acting.

[0010] Contents include information about a predetermined store, and contents offer position information corresponding to the contents concerned is desirable in their being information which shows near [predetermined] a store, or the information which shows inside of a predetermined store (claims 4 and 5).

[0011] Since contents, such as information about the store concerned, for example, sale information etc., are transmitted to the moving terminal concerned when there is a user who has a moving terminal near [predetermined] a store or in a store by this, the user concerned can acquire sales information in a predetermined store. Therefore, since a user can drop in at the store concerned and can perform shopping while he acquires sales information of a store, his convenience can improve, and the store can aim at improvement in sales.

[0012] To a communication control unit which controls communication of the moving terminal concerned by this invention via a base station which receives and transmits predetermined information to a moving terminal. Terminal position recognition processing which receives a location registration signal sent with a predetermined time interval via a base station from a moving terminal, and recognizes a position of a moving terminal from the location registration signal concerned, Terminal position registration processing registered into memory storage which has a predetermined storage capacity by making a position of this recognized moving terminal concerned into terminal position information, Terminal position investigation processing in which it is investigated whether it is in a position which requires a moving terminal for contents offer position information based on contents offer position information which is the position information corresponding to

predetermined contents memorized by this registered terminal position information and memory storage, When it is in a position which requires a moving terminal for contents offer position information, a program for contents distribution for performing contents distribution processing which distributes predetermined contents memorized by memory storage to the moving terminal concerned via said predetermined base station is also provided (claim 6). Thereby, it is going to attain the purpose mentioned above.

[0013]

[Embodiment of the Invention] Hereafter, one embodiment of this invention is described with reference to drawing 1 thru/or drawing 6. Drawing 1 is a block diagram showing the composition of this invention.

[0014] The contents distribution system shown in drawing 1 is provided with the following.

The base station 2 which receives and transmits predetermined information to the moving terminal 1.

The moving-terminal-control office 31 and the base station control center 32 as the communication control unit 3 which control communication of the moving terminal 1 via this base station 2.

The location registration center 4 which is the memory storage with which predetermined information is written by instructions of this communication control unit 3 (moving-terminal-control office 31).

It also has the gateway exchange station 5 linked to the exchange station 6 of the external network connected to the conventional telephone etc., and mutual by communicating with the above-mentioned moving-terminal-control office 31.

[0015] Hereafter, this is explained in full detail.

[0016] <Moving terminal> The moving terminal 1 is a common information personal digital assistant which has a communication function which enables communication with external instruments which a predetermined general user possesses, such as a cellular phone and PHS. Therefore, not to mention the terminal control section which controls operation of terminal 1 the very thing concerned, the terminal storage part which memorizes predetermined information, and a character (number is included) inputting function, this

moving terminal 1 is provided with the display which has a predetermined size, and can telephone to other users. The above-mentioned display can display a character and can also display a picture now further.

[0017]This moving terminal 1 is provided also with the function which can transmit and receive an external instrument and not only call data, i.e., speech information, but information, including a character or a picture. Since the character and picture which are used by these transmission and reception can be displayed on the above-mentioned display, the user can perform signal transduction not only using a telephone call but using a character etc. Such a function is realized by including the program for a function concerned in a terminal control section, and Hitoshi Monju's data used for communication with an external instrument is stored in a terminal storage part.

[0018]Here, the correspondence procedure of the moving terminal 1 is explained with reference to drawing 4 thru/or drawing 6. The explanatory view and drawing 6 the explanatory view and drawing 5 drawing 4 explains the location registration of a moving terminal to be explain the call by other moving terminals of a moving terminal to be are an explanatory view explaining the communication at the time of moving the position of a moving terminal. Here, the moving terminal 1 is explained as a cellular phone.

[0019]First, the terminals 1a and 1b which are cellular phones are sending the predetermined signal (location registration signal) for every fixed time. It can always be recognized now where as for the communication control unit 3, the terminals 1a and 1b are based on this in the "cell" unit which is a range which an electric wave reaches from the one base station 2. The signal sent from the terminals 1a and 1b is specifically received in the nearby base station 2, and the communication control unit 3 asks for the current position of the terminals 1a and 1b by analyzing this signal intensity that received, the delivered difference of time, etc. In this way, the position information on the found moving terminals 1a and 1b is registered to the location registration center 4, and when there is mail arrival, it is used as an important key at the time of deciding from which base station 2 a dispatch electric wave is taken out to the moving terminals 1a and 1b. Therefore, in the example shown in drawing 4, it is recognized with the communication control unit 3 that the

moving terminal 1a is in the zone A, and the moving terminal 1b is within the limits of the zone B, and this information is registered into the location registration center 4 (refer to drawing 4).

[0020]Then, if the terminal 1b has a call from the terminal 1c which are other cellular phones, the communication control unit 3 will read the position information on the terminal 1b which is a call partner's cellular phone from the location registration center 4, and will check the terminal 1b concerned. And the communication control unit 3 issues call instructions of the terminal 1b to the base station 2 alpha in the zone alpha in which the terminal 1b is located. Thereby, the base station 2 alpha calls the terminal 1b, and if there is a response of the cellular phone 1b concerned, the telephone call of it will be attained (refer to drawing 5).

[0021]Then, from the terminal 1b which is a cellular phone, since a location registration signal is always sent even if it is under telephone call, even if the terminal under telephone call moves, the position is always registered into the location registration center 4. Therefore, even if it is a case where the cellular phone 1b moves to the zone beta from the zone alpha, the communication control unit 3 grasps the movement, and the zone which sends a communication radio wave is changed. The electric wave from the cellular phone 1b gradually received from the zone alpha becomes weaker, and, specifically, the electric wave from the cellular phone 1b received from the zone beta becomes strong as the cellular phone 1b moves to the zone beta from the zone alpha. Based on this, the moving terminal 1b and the base station received and transmitted are changed to the base station 2 beta bordering on a certain time, and a zone is changed. Communication while moving is attained by this (refer to drawing 6).

[0022]<Base station The base station 2 receives and transmits predetermined information to the moving terminal 1, as mentioned above.> When the moving terminal 1 is a reception waiting state, the location registration signal always sent from the moving terminal 1 concerned is received, and, specifically, it transmits to the communication control unit 3. When the moving terminal 1 has a call from other moving terminals, only the base station 2 which the communication control unit 3 chose sends the signal which calls the moving

terminal 1.

[0023]<Communication control unit> The moving-terminal-control office 31 which controls the base station 2 which the communication control unit 3 grasps the position of the moving terminal 1, and communicates, It is constituted by the base station control center 32 which portions out the speech information etc. of the base station 2 2 which performs transmission and reception with the terminal 1, i.e., the base station selected in the moving-terminal-control office 31.

[0024]The moving-terminal-control office 31 comprises a CPU which has predetermined data-processing capability, and is provided with the function in which the telephone call which is the anticipated-use method of the moving terminal 1 as mentioned above can be performed. That is, this moving-terminal-control office 31 is provided with the following.

Terminal position recognizing ability which receives the location registration signal sent with a predetermined time interval via the base station 2 from the moving terminal 1, and recognizes the position of the moving terminal 1 from the location registration signal concerned.

The terminal position add function registered into the memory storage 4 by making the position of this recognized moving terminal concerned into terminal position information.

The calling function which chooses the base station 2 based on the position of the moving terminal 1 registered when the needed information to the moving terminal 1 occurred from predetermined external communication apparatus, and sends a predetermined call signal to the moving terminal 1 concerned via the base station 2 concerned.

Since each of these functions are functions with which the call system using the general cellular phone which is the moving terminal 1 is provided, explanation is omitted.

[0025]And the moving-terminal-control office 31 concerning this invention is provided with the following.

The terminal position research function which investigates whether it is in the position which requires the moving terminal 1 for contents offer position information based on the contents offer position information memorized by

this registered terminal position information and memory storage 4.

The contents distribution function which distributes the predetermined contents memorized by the memory storage 4 when it was in the position which requires the moving terminal 1 for contents offer position information to the moving terminal 1 concerned via the predetermined base station 2.

[0026]A terminal position research function reads two or more contents offer position information which is first remembered beforehand to be the terminal position information of the terminal 1 always memorized and which is mentioned later from the location registration center 4 which is memory storage. Then, it is investigated whether the position expressed with the read terminal position information corresponds to either among the positions expressed with two or more contents offer position information. At this time, it is investigated whether each position information is expressed with the absolute address, for example, and that address is in agreement. The "number of the positions of the present moving terminal 1 is 3541", and when the position of "the 3541st street" similarly exists in contents offer position information, specifically, it is recognized as the position concerning the contents offer position information concerned having the moving terminal 1.

[0027]Here, although the above-mentioned terminal position research function illustrated the case where it was investigated whether the above-mentioned position is in agreement, it is not necessarily limited to this. The position expressed with contents offer position information may show the predetermined range. It will be investigated at this case whether the moving terminal 1 is contained in the predetermined range. the range which specifically starts predetermined contents offer position information -- "the 3541st street [3542nd]" -- in a certain case, the moving terminal 1 is located in one of addresses among this address, and is recognized that the position concerning the contents offer position information concerned has the moving terminal 1. The range concerning contents offer position information may be expressed with the distance on the basis of a predetermined point.

[0028]And when a contents distribution function has the moving terminal 1 in the position (within the limits) expressed with predetermined contents offer

position information as a result of the above-mentioned investigation, The contents (it mentions later) corresponding to the contents offer position information concerned are read from the location registration center 4, and the contents concerned are transmitted to the moving terminal 1 via the base station control center 32 and the base station 2. If the example is given, they are contents which the store whose contents are predetermined provides, for example, When the position concerning the contents offer position information corresponding to these contents is the circumference of a predetermined store and the user who had the moving terminal 1 around the store concerned has moved, the contents which are the advertisements of the store concerned are distributed to the moving terminal 1 of the user concerned.

[0029]<Memory storage> The location registration centers 4 which are memory storage are storages, such as a hard disk which have a predetermined storage capacity and is written in the moving-terminal-control office 31 which is a component of the communication control unit 3 mentioned above. This location registration center 4 has memorized the information which always starts the position of two or more moving terminals 1, i.e., terminal position information. The location registration center 4 has memorized the contents which comprise predetermined information, and the contents offer position information which is the position information corresponding to these contents. However, contents and contents offer position information are not necessarily limited to memorizing in the location registration center 4. Other memory storage written in the moving-terminal-control office 31 may memorize.

[0030]The above-mentioned contents are the information about the information about a predetermined area, and a predetermined store, etc. The information about a predetermined area is the sightseeing information of the area concerned, restaurant information, a weather report, etc. The information about a predetermined store is the sale information (specifically sale information of time specification) in the store concerned, a rebate check, etc. However, contents are not limited to the above-mentioned thing. They may be corporate guidance, job information, etc.

[0031]as [display / contents / on the display of the moving terminal 1

concerned / since it is transmitted to the moving terminal 1 by the contents distribution function with which the moving-terminal-control office 31 is provided as mentioned above] -- a file format -- it is. For example, the program which can display the predetermined character and image data called a browser on the moving terminal 1 is incorporated, and the above-mentioned contents are the file formats (HTML form) which can be displayed in the browser concerned.

[0032]Contents offer position information is information about the position specified by the above-mentioned contents provider. For example, as mentioned above, when contents are the information about a predetermined area, the contents offer position information corresponding to the contents concerned is the information which shows near [predetermined] an area, or information which shows the inside of a predetermined area. When contents are the information about a predetermined store, the contents offer position information corresponding to the contents concerned is the information which shows near [predetermined] a store, or information which shows the inside of a predetermined store. And this contents offer position information is expressed with an absolute address which was mentioned above, for example. The contents which the self concerned provides by this only for the user whose contents provider is in a position can be distributed.

[0033]<Program for contents distribution> here each function which the above-mentioned communication control unit 31, i.e., a moving-terminal-control office, has, The terminal position recognition processing which receives the location registration signal sent to the computer which is the moving-terminal-control office 31 concerned with a predetermined time interval from a moving terminal via a base station, and recognizes the position of a moving terminal from the location registration signal concerned, The terminal position registration processing registered into the memory storage which has a predetermined storage capacity by making the position of this recognized moving terminal concerned into terminal position information, Terminal position investigation processing in which it is investigated whether it is in the position which requires a moving terminal for contents offer position information based on the contents offer position information which is the

position information corresponding to the predetermined contents memorized by this registered terminal position information and memory storage, When it is in the position which requires a moving terminal for contents offer position information, it can realize by incorporating the program for contents distribution for performing contents distribution processing which distributes the predetermined contents memorized by memory storage to the moving terminal concerned via said predetermined base station.

[0034]And, for example the above-mentioned program is provided by portable media, such as CD-ROM, or is downloaded from other computers on a network, and is installed in the computer which is the moving-terminal-control office 31.

[0035]<Operation> Next, operation of this embodiment is explained with reference to drawing 1 thru/or drawing 3. Drawing 2 is a flow chart which shows operation of this embodiment, and drawing 3 is an explanatory view showing an example of the contents with which the moving terminal 1 is provided.

[0036]First, the base station 2 receives the location registration signal always sent from the moving terminal 1. And the moving-terminal-control office 31 transmits the location registration signal concerned via the base station control center 32 (Step S1). Then, the received location registration signal is analyzed, and the current position of the moving terminal 1 concerned is recognized in the moving-terminal-control office 31, and the information (terminal position information) concerning the position concerned is registered into the location registration center 4 (Step S2).

[0037]And even if it is a case where the user to whom the position of the moving terminal 1 has the movement 1, i.e., a moving terminal, moves, the moving-terminal-control office 31 has always recognized the position of the terminal 1 concerned with the location registration signal currently sent from the moving terminal 1 concerned, and has registered it into the location registration center 4. And it is always being investigated further whether the moving-terminal-control office 31 has a position of the moving terminal 1 in the position concerning contents offer position information (Step S3).

[0038]When the moving terminal 1 is in the position which contents offer

position information expresses at this time, the contents corresponding to that position are distributed to the moving terminal 1 concerned from the moving-terminal-control office 31 (step S4). An example when contents are distributed to the moving terminal 1 is shown in drawing 3. In this example, the position concerning contents offer position information is "the neighborhood of Ox department store", and the contents corresponding to this position are "Ox department store information." Therefore, when the user who possesses the moving terminal 1 passes by the neighborhood of Ox department store, sale information as shown in the terminal 1 of the user concerned at drawing 3 is distributed. Thereby, the user can acquire the sale information in Ox department store, and can utilize the bargain sale of the department store concerned effectively. Since Ox department store can distribute an advertisement to the user who passed by the neighborhood, it can attain the increase in efficiency of an exploitation campaign, and can aim at improvement in sales.

[0039] Here, the moving terminal 1 concerned can also perform the usual telephone call. When the moving terminal 1 concerned has a call from the moving terminal in a general telephone or other area, the call instructions are transmitted to the moving-terminal-control office 31 via the gateway exchange station 5 from the switchboard 6 of an external network. The moving-terminal-control office 31 which received this chooses the base station which receives and transmits the predetermined information on the terminal 1 concerned based on the terminal position information of the moving terminal 1 called from the location registration center 4. Then, the moving-terminal-control office 31 calls the moving terminal 1 via the base station control center 32 and the selected base station 2. On the other hand, when dispatch to other telephone from the moving terminal 1 concerned is, a procedure contrary to the above is taken. Thereby, the user who has the personal digital assistant 1 concerned can talk over the telephone.

[0040]

[Effect of the Invention] Since according to this the position of a moving terminal is always recognized with a communication control unit, this invention is constituted as mentioned above, and functions and contents are

automatically distributed to the moving terminal concerned, when the position is a position, The user who has a moving terminal can acquire the information corresponding to a his present location, and It becomes possible to act based on the information concerned, and can aim at improvement in convenience, and. Since the contents provider can distribute contents according to a user's position, he has the outstanding effect which is not in the former that the increase in efficiency of an exploitation campaign can be attained and improvement in sales can be aimed at.

[0041] Since this invention does not need to be provided with equipment of a new contents distribution server etc. by using the existing radiotelephone system, In order that the communication control unit which could aim at control of facility cost, did not need to exchange information via still such a server, and always recognizes the position of a moving terminal may distribute contents, Speeding up of contents distribution processing can be attained and precision improvement of the contents distribution corresponding to the position of the terminal concerned can be planned.

[Translation done.]

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] It is a block diagram showing the composition of one embodiment of this invention.

[Drawing 2] It is a flow chart which shows operation of one embodiment of this invention.

[Drawing 3] It is an explanatory view showing an example of the contents distributed to the moving terminal 1 indicated to drawing 1.

[Drawing 4] It is an explanatory view explaining the location registration of the moving terminal indicated to drawing 1.

[Drawing 5] It is an explanatory view explaining the call by other moving terminals of the moving terminal indicated to drawing 1.

[Drawing 6] It is an explanatory view explaining the communication at the time of moving the position of the moving terminal indicated to drawing 1.

[Description of Notations]

- 1 Moving terminal
- 2 Base station
- 3 Communication control unit
- 4 location registration center (memory storage)
- 5 Gateway exchange station
- 6 The exchange station of an external network
- 31 Moving-terminal-control office
- 32 Base station control center

[Translation done.]

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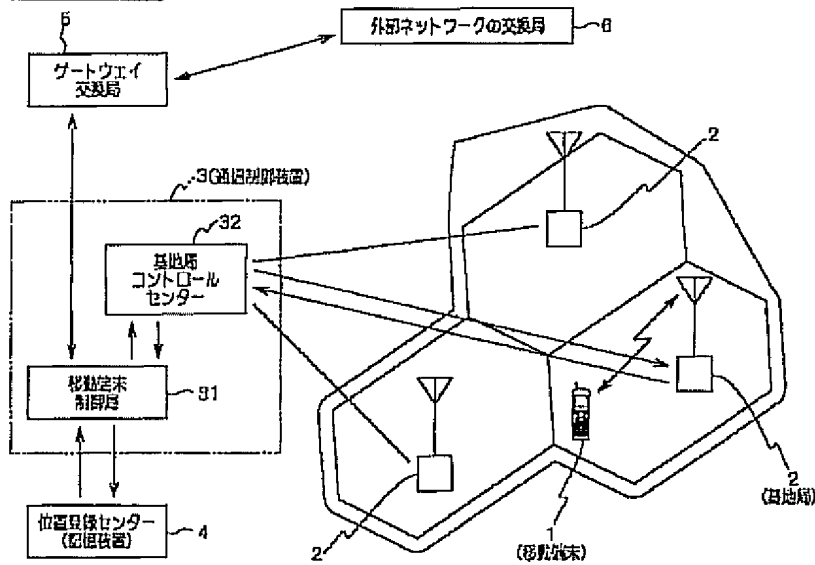
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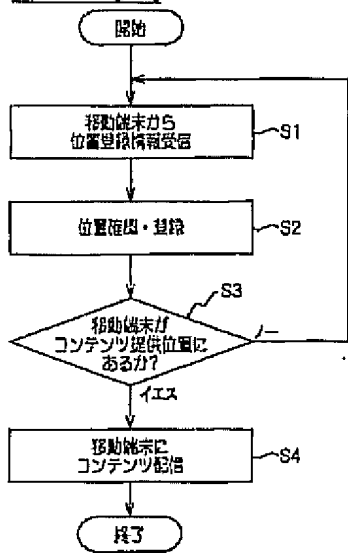
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DRAWINGS

[Drawing 1]

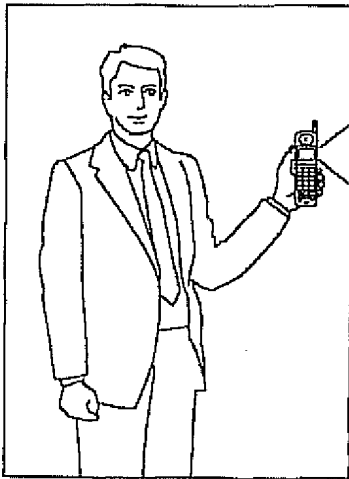


[Drawing 2]



[Drawing 3]

○×デパート近辺

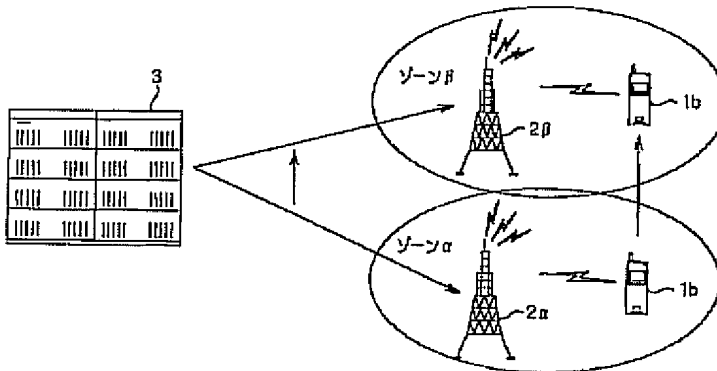


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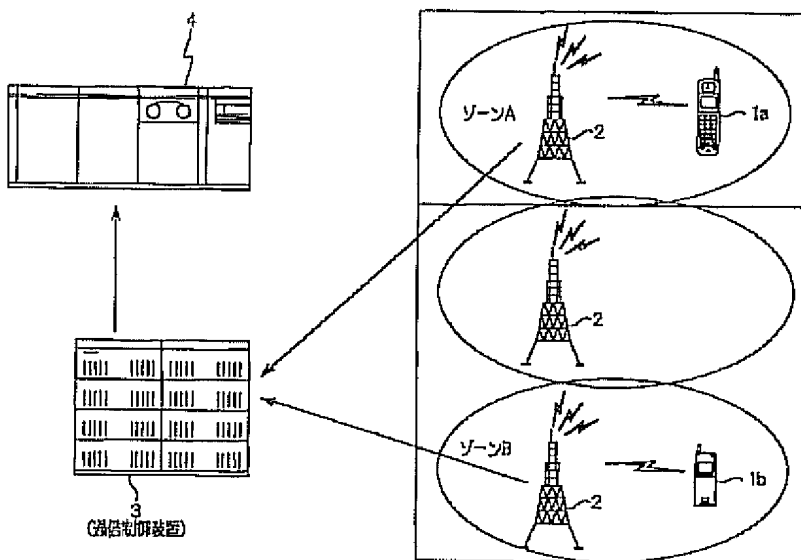
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- ・さんま 1匹 100円
- ・マグロ刺身 500円
- ・1F靴売場
- ・サンダル 特価セール
- ・3F紳士服
- ・靴下 5足 1000円
- ・5F婦人服
- ・婦人服 1000円セール

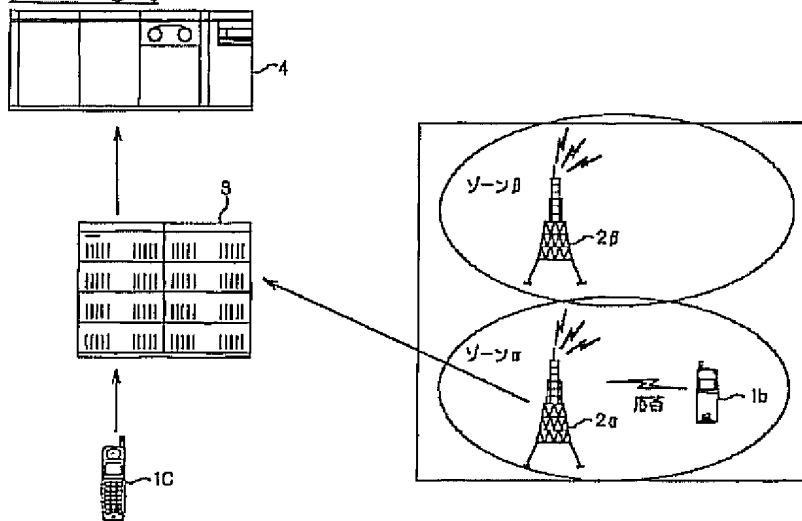
[Drawing 6]



[Drawing 4]



[Drawing 5]



[Translation done.]